City of Rolling Hills INCORPORATED JANUARY 24, 1957

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Dear Insurance Carrier

The City of Rolling Hills is committed to protecting life, property, and natural resources by implementing a broad range of wildfire prevention and preparedness strategies. On behalf of the policyholder, this letter outlines the City's ongoing efforts to reduce wildfire risk in hopes of supporting more favorable insurance rates and policy availability for our residents.

Rolling Hills is a gated community composed entirely of private property. All roads are privately owned and maintained through easements dedicated to the Rolling Hills Community Association (RHCA), which plays a vital role in local fire preparedness and vegetation management.

The City enhances its emergency response and wildfire mitigation capabilities through the following coordinated efforts:

Interagency Coordination & Emergency Planning

Ongoing Agency Engagement: City leadership regularly meets with representatives from Fire, Sheriff, utility companies, and Cal OES to coordinate efforts related to wildfire prevention, emergency response, and long-term resilience.

Los Angeles County Fire Department (LACoFD): Rolling Hills collaborates closely with LACoFD, which conducts annual brush clearance inspections to ensure properties comply with defensible space standards.

Home Hardening Inspections: In partnership with LA County Fire's Forestry Division, the City developed an education program on home hardening and coordinates inspections to help homeowners identify and implement fire-resistant improvements.

Los Angeles County Sheriff's Department (LASD): LASD disseminates safety information to residents in wildfire-prone areas, emphasizing the importance of early preparation and evacuation planning. LASD emergency response times for Rolling Hills are consistently under 7 minutes and the Department also assists in coordinating and facilitating evacuations.

California Office of Emergency Management (Cal OES): To reduce wildfire risk, the City of Rolling Hills was awarded a $1 million FEMA Hazard Mitigation Grant in 2020 for defensible space and fuel break creation. The project is split into two phases: environmental assessment (completed in February 2022) and a forthcoming vegetation removal project.

Peninsula Public Safety Committee: This four-city committee, with representatives from all Peninsula cities, meets quarterly to coordinate regional wildfire education and preparedness. Initiatives include Pano AI wildfire cameras, a joint hazard mitigation plan, home hardening efforts, hazardous plant awareness, and vegetation management across public and private lands.

Multi-Jurisdictional Hazard Mitigation Planning: Rolling Hills is actively participating in the development of a new Multi-Jurisdictional Hazard Mitigation Plan to outline strategies for wildfire risk reduction and enhance community resilience.

Utility Collaboration & Infrastructure Hardening

Southern California Edison (SCE): SCE helps prevent wildfires through regular inspections, vegetation management, and infrastructure upgrades, such as replacing bare wires with insulated conductors. They use advanced monitoring tools, including drones and helicopters, to detect risks and maintain safe clearances around power lines. During extreme weather, SCE may initiate Public Safety Power Shutoffs (PSPS) to reduce fire danger from electrical equipment.

Underground Utility Project: The City applied for grant funds through the Federal Emergency Management Agency (FEMA) Hazard Mitigation Program and in 2020, the City was awarded $1,145,457 of Federal funds to underground utility infrastructure along Crest Road East from the eastern city limits to the frontage of 67 Crest Road East. The project is expected to be completed in the fall of 2025.

California Water Service (Cal Water): Completed in 2020, the $100 million Palos Verdes Peninsula Water Reliability Project added seven miles of pipeline and a new pump station on a separate grid, improving resilience against outages and disasters. In 2025, Cal Water began the Wildfire Hardening Reliability Project in Rolling Hills, installing 2,000 feet of 6” ductile iron pipe and two new fire hydrants to enhance grid resiliency, water quality, and fire flow capacity.

Southern California Gas Company (SoCalGas): To mitigate wildfire risk and enhance control over the gas distribution system, SoCalGas has installed multiple isolation valves to allow for targeted shutoffs, minimizing the risk of gas-related incidents.

Vegetation Management

City Ordinances Supporting Fire Fuel Reduction:
Chapter 8.30.010 – Requires property owners to remove dead trees, tumbleweeds, palm fronds, and other hazardous vegetation declared as public nuisances.

Chapter 8.30.015 – Prohibits the new planting of high-hazard species such as pine, pampas grass, palm, juniper, acacia (shrub), eucalyptus, cedar, and cypress.

Fire Fuel Reduction Ad Hoc Committee: The City Council formed an ad hoc committee of two councilmembers to discuss fire fuel reduction policies and best practices. This group coordinates with the Rolling Hills Community Association’s Fire Fuel Ad Hoc Committee to align efforts across the community.

Vegetation Management & Road Easement Maintenance: The Rolling Hills Community Association actively manages vegetation along road easements and trails, including tree trimming, palm tree removal, weed abatement, and clearing of overgrowth consistent with the California Fire Code.

Green Waste: To support proactive vegetation management, Rolling Hills proudly offers unlimited green waste pickup twice a week for residents.

Curbside Green Waste: Rolling Hills residents can participate in curbside green waste collection by bundling yard trimmings into manageable sizes. Each bundle should not exceed 4 feet in length or 60 pounds in weight.

Communal Green Waste Bins: Twice a year, Rolling Hills offers residents a week-long green waste collection event, during which large communal bins are placed throughout the community. These bins are rotated as they fill, providing a convenient way for residents to dispose of excess vegetation and yard debris.

Chipping Events: The Rolling Hills Community Association sponsors two chipping events annually to assist residents with vegetation management and wildfire risk reduction. These events provide a convenient way for homeowners to dispose of excess brush and fire-prone vegetation.

Emergency Notification & Evacuation Tools

Alert SouthBay: Rolling Hills participates in Alert SouthBay, a regional emergency notification system serving 15 South Bay cities. Powered by the Everbridge platform, it delivers real-time alerts via text, email, phone, and app to keep residents informed during disasters and major emergencies.

Evacuation Siren System: The City of Rolling Hills has implemented an advanced outdoor emergency siren system developed by HQE Systems to enhance public safety during disasters. This system features three strategically placed 50-foot poles equipped with sirens capable of delivering clear voice and tone alerts, even during power or cellular outages, thanks to up to 30 days of backup power and multiple communication modalities.

Pano AI Wildfire Detection Cameras: Pano AI is an advanced wildfire detection system that utilizes 360-degree ultra-high-definition cameras and artificial intelligence to identify smoke and fire in real time. The four Peninsula cities, including Rolling Hills, use Pano AI cameras to detect wildfire smoke early. This technology helps improve response times and enhance situational awareness.

Genasys Evacuation Zones / “Know Your Zone” Campaign: Genasys evacuation zones provide real-time updates on evacuation orders and warnings. Residents can look up their zone at protect.genasys.com to stay informed during emergencies. As an early adopter of the countywide platform, Rolling Hills launched a “Know Your Zone” campaign to help residents identify their evacuation zone in case of a wildfire or other emergency.

PVPready.gov Regional Preparedness Website: The website is the official emergency readiness hub for the Palos Verdes Peninsula, developed collaboratively by the four peninsula cities. It features the "Know Your Zone" tool, enabling residents to identify their specific evacuation zones and access real-time updates during emergencies such as wildfires or storms. The site also offers preparedness resources, including evacuation planning tips, emergency supply checklists, and guidance on signing up for critical alerts via Alert SouthBay.

Community Engagement, Education, and Preparedness

Block Captain Program: The Rolling Hills Block Captain Program is a city-supported, resident-led effort that promotes wildfire preparedness through neighbor-to-neighbor outreach, regular communication, and educational workshops on mitigation strategies.

Award Winning Home Harding and Fuel Load Management Video Series: In partnership with LACoFD, Rolling Hills Block Captains developed two high quality six-part video series to help residents reduce fire risks and harden their homes. Each segment provides practical tips to boost preparedness and resilience, reflecting the City's commitment to wildfire safety.
Bi-Weekly Blue Newsletter: The newsletter includes tips on home hardening, vegetation management, fire-resistant gardening, and emergency preparedness, along with updates on wildfire prevention events.

Fire Education & Consulting Partnership: Since 2007, the City and Rolling Hills Community Association have worked with fire consultant Carol Rice of Wildland Resource Management to develop educational programs, provide guidance on vegetation management in the urban-wildland interface, and advise on evacuation route safety and canyon fuel reduction strategies.

We trust that the information provided demonstrates the City's comprehensive and proactive approach to wildfire safety. Should you require any additional details, please feel free to contact:

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Thank you for your attention and consideration of this matter. We appreciate your support in helping our residents obtain continued access to fair and reliable insurance coverage.

Sincerely,



Karina Bañales
City Manager of Rolling Hills